MOTION PICTURES

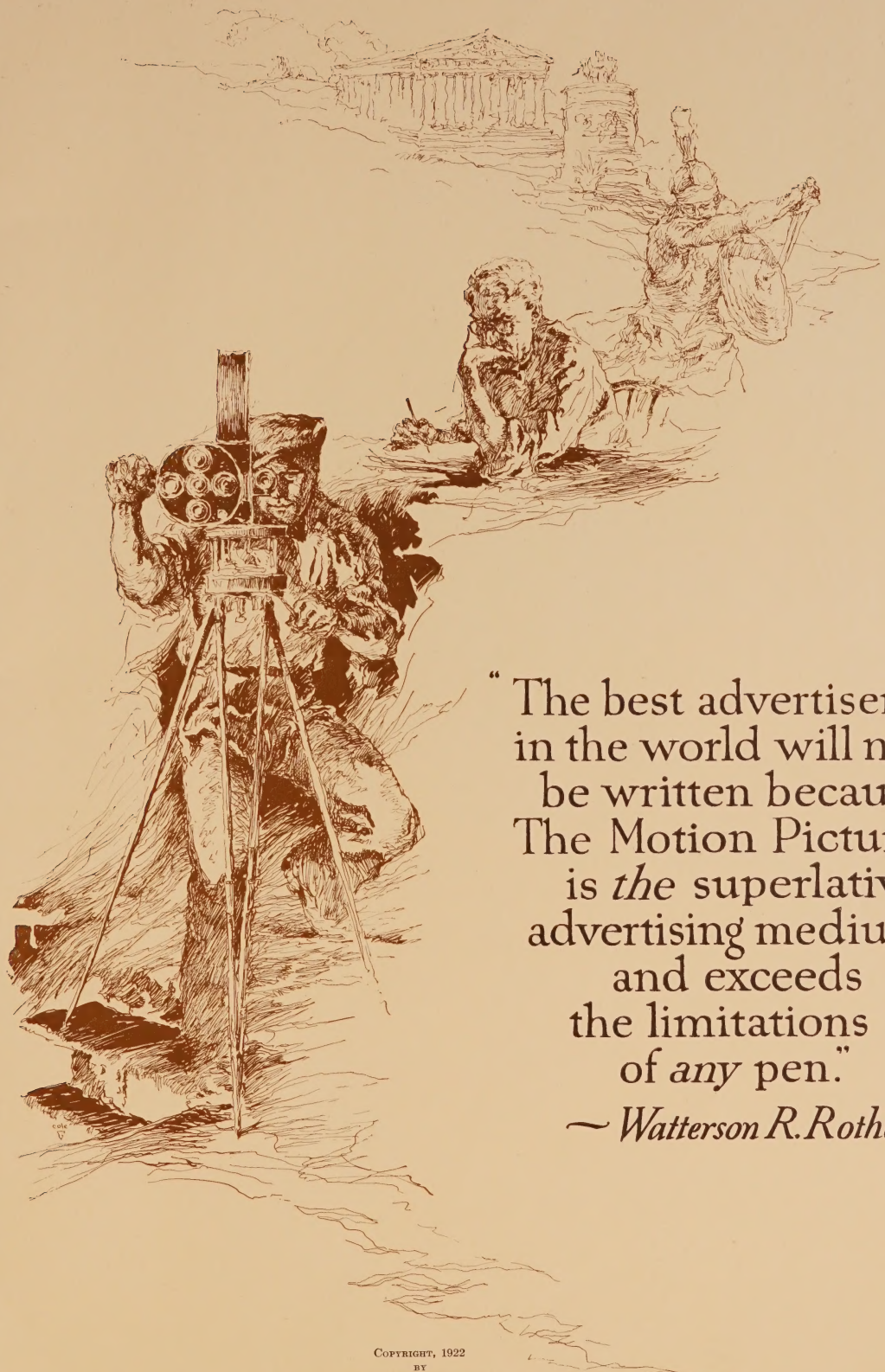
Rothacker

LOS ANGELES CHICAGO NEW YORK

R.

Rothesay

MOTION PICTURES



"The best advertisement in the world will never be written because The Motion Picture is *the* superlative advertising medium and exceeds the limitations of *any* pen."

— *Watterson R. Rothacker*

Copyright, 1922
by
Watterson R. Rothacker

WATTERSON R. ROTHACKER

Founder and President
of the
ROTHACKER ENTERPRISES

THE PIONEER

WATTERSON R. ROTHACKER founded the Industrial Moving Picture Company in May, 1910, and enjoys the signal distinction of being the first to specialize in Motion Pictures devoted to industrial exploitation, commercial education, general publicity, advertising and selling.

Several years later the name of the corporation was changed to the Rothacker Film Manufacturing Company, and operations were extended to embrace general photoplay production and commercial developing and printing for the Motion Picture Trade.

In July, 1916, our Chicago Laboratory-Studio was finished and occupied; and in April, 1921, our California Laboratory unit was turned over to us by the contractors and manufacturing operations begun.

With adequate Laboratory-Studios at Chicago and Hollywood, and an efficient and sufficient engineering service and administration organization, we are equipped and qualified to independently and completely assume the undivided responsibility so essential to business comfort and client satisfaction.

Your Motion Picture advertising campaign is too important to be entrusted to a department head of a general film organization which makes practical pictures as a side-line, to a broker or to anyone who has to "job" any part of the contract.

The difference between absolute protection and speculative security lies in our specialized ability to safeguard our clients against the dangers, annoyances and uncertainties usually associated with sub-contracting.

Our pledge to the client includes full values in Motion Picture advertising, the supreme degree of screen quality, and a helpful personal service intelligently and consistently rendered with sincere good-will.

It is our desire, it is our determination, to operate always on the basis that business honesty is not merely a principle but a code.

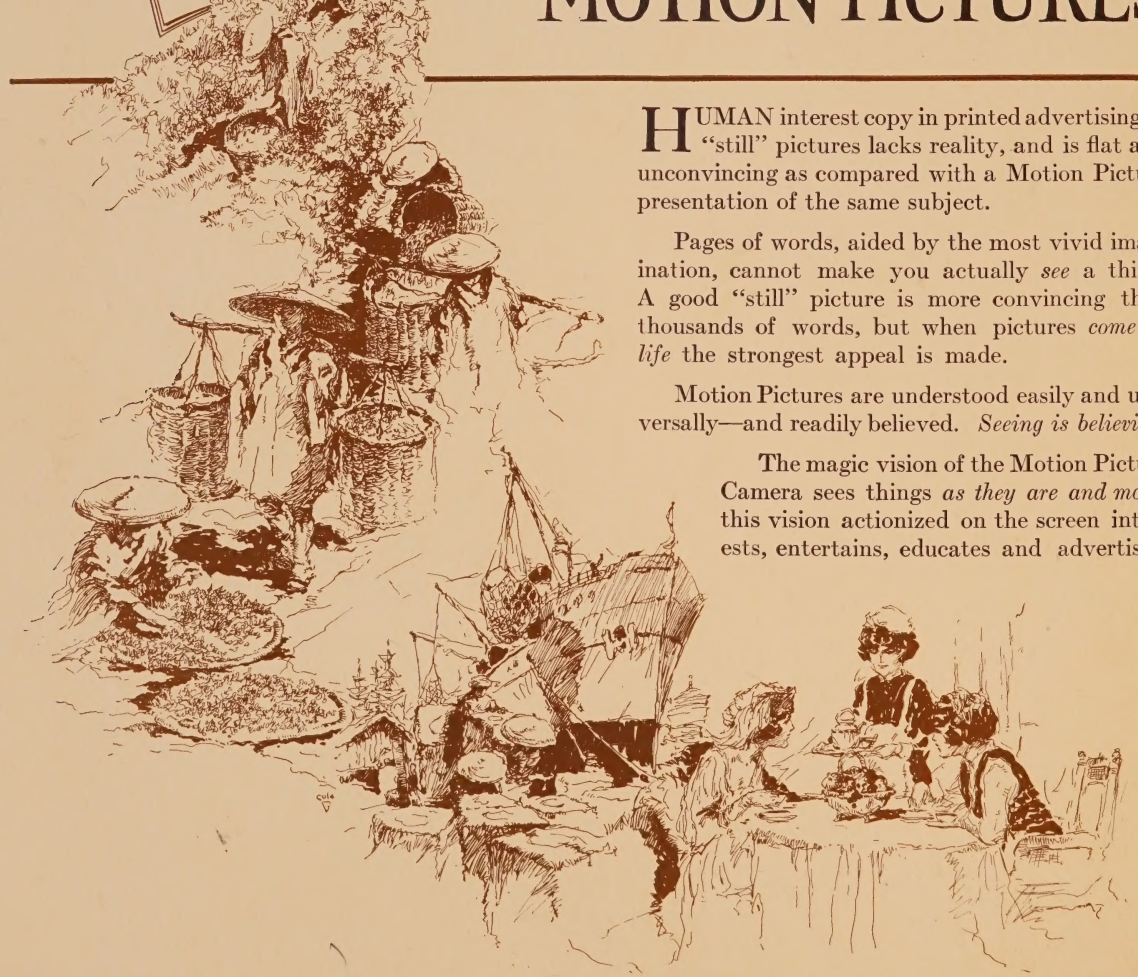
Say it with MOTION PICTURES

HUMAN interest copy in printed advertising or "still" pictures lacks reality, and is flat and unconvincing as compared with a Motion Picture presentation of the same subject.

Pages of words, aided by the most vivid imagination, cannot make you actually *see* a thing. A good "still" picture is more convincing than thousands of words, but when pictures *come to life* the strongest appeal is made.

Motion Pictures are understood easily and universally—and readily believed. *Seeing is believing.*

The magic vision of the Motion Picture Camera sees things *as they are and move;* this vision actionized on the screen interests, entertains, educates and advertises.



Rothacker

ACHIEVEMENT

Among the representative American business institutions it has been the privilege of the Rothacker Organization to serve are:

ADDRESSOGRAPH COMPANY
ADVANCE RUMELY COMPANY
AIR REDUCTION COMPANY
ALABAMA POWER COMPANY
ALFRED DECKER & COHN
ALTORFER BROS.
AMERICAN ROLLING MILL COMPANY
ARMOUR & COMPANY
AUTOMATIC ELECTRIC CO.
AUTOMOTIVE EQUIPMENT COMPANY
AVERY COMPANY
BABCOCK & WILCOX COMPANY
BAUER & BLACK
F. BECKER ROOFING CO.
BRUNSWICK-BALKE-COLLENDER CO.
BUCYRUS COMPANY
BURROUGHS ADDING MACHINE CO.
BY-PRODUCTS COKE COMPANY
CARBORUNDUM COMPANY
J. I. CASE PLOW COMPANY
CENTRAL ILLINOIS PUBLIC SERVICE CO.
CHICAGO BOARD OF EDUCATION
CHICAGO, BURLINGTON & QUINCY RAILROAD
CHICAGO RAILWAY EQUIPMENT COMPANY
CHICAGO SURFACE LINES
CITY OF DETROIT
COLEMAN LAMP COMPANY
COMMONWEALTH STEEL COMPANY
CURLEE CLOTHING COMPANY
THOS. CUSACK COMPANY
DELCO-LIGHT COMPANY
DUPONT POWDER COMPANY
J. H. & C. K. EAGLE
EDWARD HINES LUMBER COMPANY
ELGIN MOTOR CAR COMPANY
EMPLOYERS MUTUAL LIABILITY INSURANCE CO.
FELT & TARRANT MFG. CO.
FLORSHEIM SHOE COMPANY
HALSEY STUART & CO.
HOLLOW BUILDING TILE ASSOCIATION
HOLT MANUFACTURING COMPANY
HOOVER SUCTION SWEEPER COMPANY
ILG ELECTRIC VENTILATING COMPANY
INTERNATIONAL HARVESTER COMPANY
INTERNATIONAL SHOE CO.
JEFFREY MANUFACTURING COMPANY
H. W. JOHNS MANVILLE CO.
JOHNSON SERVICE CO.
S. S. KRESGE COMPANY
H. D. LEE MERCANTILE COMPANY
A. LESCHEN & SONS ROPE CO.
LIBBY MCNEILL & LIBBY
LIDGERWOOD MFG. COMPANY
LONG-BELL LUMBER COMPANY
LOOSE-WILES BISCUIT COMPANY
MARSHALL FIELD & COMPANY
MCELROY-SLOAN SHOE COMPANY
MERCURY MANUFACTURING COMPANY
MIDWEST ENGINE COMPANY
W. H. MINER
MISSOURI STATE HIGHWAY
MORRIS WOOLF SILK COMPANY
NATIONAL BISCUIT COMPANY
NATIONAL CASH REGISTER COMPANY
NATIONAL COAL ASSOCIATION
NATIONAL ELECTRIC LIGHT ASSOCIATION
NATIONAL LUMBER MANUFACTURERS ASSN.
NIAGARA FALLS POWER COMPANY
NORTHERN PACIFIC RAILWAY
NORTHERN PINE ASSOCIATION
OAKLAND CITY COLLEGE
OLIVER TYPEWRITER COMPANY
PACIFIC LUMBER COMPANY
PALMER SCHOOL OF CHIROPRACTIC
PEABODY COAL COMPANY
PEABODY-HOUGHTELING & COMPANY
PEERLESS FOUNDRY
PEOPLES GAS LIGHT & COKE COMPANY
PITTSBURGH PLATE GLASS COMPANY
POSTUM CEREAL COMPANY, INC.
RAYBESTOS COMPANY
O. W. RICHARDSON & COMPANY
SERVICE MOTOR TRUCK COMPANY
SOUTHERN PINE ASSOCIATION
SPARKS-WITHINGTON
STANDARD OIL COMPANY OF NEW JERSEY
STAR PEERLESS WALL PAPER MILLS
STUDEBAKER CORPORATION
SWIFT & COMPANY
SULLIVAN MACHINERY CO.
TEXAS GULF & SULPHUR COMPANY
THE SANITARY DISTRICT OF CHICAGO
U. S. MOTOR TRUCK CO.
UNITED STATES BUREAU OF MINES
WASHBURN-CROSBY CO.
WESTERN CLOCK CO.
WESTERN ELECTRIC COMPANY
WINCHESTER REPEATING ARMS CO.

We intend to be always on the level with the highest standard of commercial morality

Carrying a Locomotive in a Suitcase

IT costs big money to transport an American-made locomotive for demonstration in China. It is expensive to take a sample ten-ton truck to India. To show American-made mining, dredging or other heavy equipment—*to show it in action*—to buyers who live and work and *buy* in distant parts, can only be done *economically* and *convincingly* via the Motion Picture *route to results.*

Motion Pictures solve a vital and serious sales problem by making it possible to demonstrate *successfully* and *economically*, *anywhere* and at *any time*, machinery too heavy or too cumbersome for practical sales transportation.

Have you ever lost an order when you were certain that Mr. Prospective Purchaser would have bought without further argument if he had only *seen* your locomotive, your truck or tractor, in actual operation at the places where they beat out all similar equipment in open competition?

The prospect in Australia can see your product performing on an Iowa farm. You can demonstrate night plowing in the day-time, or demonstrate daylight operations in the spare hours of the evening. The mining man in California can see the manufacture in Columbus of machinery which he also sees successfully working in a mine located in Colorado or China.

A Motion Picture demonstration is proof against human carelessness; it precludes mistakes and accidents. It gives you the *security* and *satisfaction* of always knowing that your demonstration on the screen has the same perfection *every time* it is shown as when it first merited and received your critical O. K.

A Motion Picture demonstration is handy and portable. You can carry it or ship it anywhere and everywhere, and *conveniently* and *convincingly* sell your prospect, regardless of geographical location, language, season of year, or time of day.

By employing a portable projector you can show your product in actual operation before your prospect at his office, club or home, in any part of this country or abroad; you can present this strongest sales-influencing demonstration at the right time and in a manner that favorably *appeals*, certainly *convinces*, and directly *suggests* the signature on the dotted line.

Our experience embraces the entire history of portable projectors. Consequently, we know just which portable projector will best serve your purpose. We will help you make the *right* selection.

We have successfully filmed agricultural, milling, mining and excavating machinery, coke ovens, carbide furnaces, dynamite blasts, scientific tests, surgical operations and other difficult subjects, above and under the ground, which would "stump" the ordinary Motion Picture producer.

We can film your factory and its product so that the *utmost in salesmanship* appears on the screen.

Motion Pictures would have made a community center of the Tower of Babel. Comprehension supplants confusion where the universal language is intelligently employed.

We will show you how to utilize this instrument of complete understanding so that your sales message or propaganda is definitely defined and delivered.

When the Voice of the Camera Speaks

THE Motion Picture makes possible *the doubt-destroying demonstration.* The man you want to reach may be in New York, Tokio or London. The job which is evidence of your ability may be in California, Egypt or South America. *You can take the job to him.*

You can clinch your sales argument, swing opinion over to your side, by giving eye-proof to the man whose opinion *counts*—showing exactly how you accomplished the big achievements to which you point with pride.

Your great engineering triumph, your most notable achievement, can be revealed by Motion Pictures to the eyes of your prospective clients just as they would *see* it if they were taken to the job itself.

The operation of heavy or complicated machinery, the construction of bridges, the erection of buildings, work on various engineering projects, can be pictured in logical sequence from inception to completion, and made real to all who have eyes to see.

Your greatest achievements can be *immortalized* on film. These graphic records afford the most convincing proof of your ability to handle the big job you are bidding on.

The construction of the big reclamation project can be "run off" in fifteen minutes, making it visibly grow before your audience; steel work can be erected; entire manufacturing processes carried through in every detail. The scope of Industrial Motion Pictures is comparatively limitless—their power *tremendous.*

To solicit new capital, to satisfy bond-holders—*to sell securities*—the Motion Picture is the most effective medium.

Motion Pictures inspire confidence because they depict things *as they are,* and consequently are more impressive and influential than beautiful brochures or suave salesmen.

You can convincingly show the investor true conditions at the properties in which you offer him financial interest, *and he will believe his eyes.*

Your Trademark Becomes a Living Thing

THE story represented by your trade-mark, the vision your printed words and "still" photographs *attempt* to conjure to the mind's eye, become *living things* in Motion Pictures.

Motion Pictures transform cold impersonal type and inanimate illustrations into *humanized* "copy" which comprehensively covers the subject and *satisfies* the eye.

By virtue of this magic method your advertisements become *alive* with reader appeal. They have new and broader significance. They register definite impressions. They produce favorable and lasting recollection. *They stick in the memory.*

Motion Pictures can turn the forest into lumber before your very eyes. The romance of the woods, your story with advertising accompaniment, becomes *alive* on the screen; and while the *optience* is being entertained *it is* unconsciously storing away the remembrance of your trade-mark and all that it stands for.

Motion Picture advertising receives 100% reader attention; no battle for recognition; no competing effort to distract attention; no "next to reading" needed; *always a clear interpretation of the facts.*

The written word, the spoken word, the ordinary picturization, are feeble when compared with the Motion Picture portrayal of your product: how it is made, what it accomplishes, how it operates and in what manner it excels.

Motion Pictures are helping men to sell, and are helping men to buy, more intelligently all over the world—*enlightening advertising.*

Rothacker

Your Advertisement Comes to Life

A GOOD Motion Picture advertisement impresses, and is remembered long after the audible "ad" has been forgotten and the printed "ad" relegated to the wastebasket—*sometimes unread.*

Illustrations speak louder than words and in advertising Motion Pictures are the most persuasive illustrative force; they are animated with action; they attain the highest degree of realism; they are independent of the imagination; they are universally understood; they appeal to all who have eyes to see; they *attract, entertain, interest, explain* and *convince.*

Motion Pictures are most forceful in the business of attracting and influencing the buying public, because Motion Pictures inspire a confidence that the best efforts of a salesman, or printer's ink, fail to arouse. They are undeniably more comprehensive and convincing than the audible or printed "how."

Motion Pictures are the most subtle form of advertising. The buyer's instinct is being aroused while he is being entertained. Prospects may *listen* to persuasive word arguments, but they *believe* what they see. They buy on *sight* rather than *sound.*

Motion Pictures are the greatest crowd-gatherers in the world; they are strong enough to hold the crowds they attract; they excite interest and impart information; they truthfully demonstrate and adroitly create desire; they are a wonderful boon to the *honest* advertiser whose proposition will stand for *pictorial proof.*

Present eye-proof of the sanitary conditions under which your food product is manufactured; display the precision and care with which your machine is made and assembled; show the magnitude of your plant, its ability and responsibility; and you immediately create an impression which will be long and favorably remembered in conjunction with your name or trade-mark.

If your plant, your product, your record, your performance, *is as good as you say it is,* and if proving this will directly or indirectly add to your prestige, sales or good will, *you need Motion Pictures.*

Rothacker

Help Your Employees to Help Themselves

MOTION Pictures can help your employees to be of more value to themselves—*and to you.*

The cinema can help you decrease the number of *unemployed on your payroll;* you can *fire* them—*with ambition.* The wasteful can be made to see the wisdom of economy; the careless can be *"sold"* on the profits of Safety First; your organization efficiency can be raised to the Nth degree.

Motion Pictures judiciously used in your own organization, light the fire of individual and collective ambition and bring about understanding, common confidence, good will and house harmony. To educate salesmen, to promote welfare among workers, to make safety first—*for organization teamwork, harness the power of the silver-screen!*

Though your plants be situated in many different cities, the exchange of Motion Pictures will make one big family of your institution. Your salesmen may cover the four corners of the earth, yet Motion Pictures exhibited at district meetings will, in effect, bring them to the home office for up-to-the-minute information on sales policies, manufacturing methods, etc.

For the instruction of new employees—the demonstrating voice of the Motion Picture teaches quickest.

Laborers in the coal fields, taking this case for example, have been agitated to a state of insurgency through misinformation—and personal ignorance—of true mining and marketing profits. Far too great a portion of the general public has the wrong impression of the coal operator, due to lack of true information concerning methods of operation and conditions under which coal is mined and distributed. Proper Motion Picture propaganda will *set the public right.*

Cold type, word of mouth argument, are utterly unable to convert a prejudiced audience. The language of the cinema is the one language understood by all nationalities—understood by the educated and the illiterate alike. *The Motion Picture is the great teacher of truth.*

Organization loyalty, organization efficiency, co-ordination of effort—all these are at your command on the shadow-screen—*if they are in your heart.*

Rothacker

Motion Pictures Move Merchandise

DIRECT dealer helps—*frank advertising*—can be made to appear on American theatre screens through the agency of your retail dealers.

Snappy *photoplaylets* advertising the latest styles in men's or women's garments, millinery or other wearing apparel can be displayed on living models—without the expense of a style show or the limitations of a store demonstration. These *photoplaylets* can show how your washing machine or electrical device takes the *work* out of house*work*; how your phonograph or piano player will fill the home with pleasure.

All this, and more, can be accomplished—and in a manner which directly connects your advertising with your merchandising, stimulates sales and promotes dealer goodwill.

Every live-wire dealer appreciates the value of screen advertising. He sees it as a display agency that pulls customers to his store. He looks upon it as advertising that advertises.

The large majority of your dealers will find it possible to arrange with their local theatres for the showing of properly produced *photoplaylets*. Your dealers will gladly buy the screen space to advertise your product. But you must furnish the means—you must lend or rent the dealers the films.

We know just how this advertising is obtained. We can help you harvest it; our picture builders will put the spice of brevity into your *photoplaylet*, and our exploitation specialists will show you how they can be economically and effectively presented to the general public.

Folders describing your *photoplaylet* will "sell" the dealers on your film. As the merchants order the *photoplaylet* you can turn the requests over to us and we will make shipments direct; or we will install a system at your own place of business which will enable you to serve the dealers and accurately check the campaign.

For a nominal amount, your local dealer can have his store name, slogan or address appear at the end of the *photoplaylet*—for his direct advertising benefit.

Without obligation on your part we will submit a comprehensive plan for a *photoplaylet* campaign *made to fit your individual requirements.*

Rothacker

Finding and Filming Your Story

BEHIND every apparently prosaic load of freight is a story of intense human interest—*the romance of modern commerce.* There is a romance somewhere in your business—*cash in on it!* We will undertake to find the story behind your product, add flavor to the romance, shake in just the right amount of the spice of human interest and harness the full advertising strength so that it powerfully pulls for you.

Our cinema engineer makes an intimate study of your business, intelligently analyzes its Motion Picture possibilities, skillfully arranges the scenario, which is really a blue print of the picture-to-be, and then, when the working plan has received your approval, the actual filming of your story begins.

Our production crew, with full field equipment and fortified by the training of specialized experience, produces the picture according to scenario specifications.

Then at our own laboratories the negative is developed and the prints made with the same care and skill which characterizes the pictures we laboratory for Mary Pickford, Charles Chaplin and Douglas Fairbanks.

These mechanical operations concluded, our trained picture builders perform the important task of editing, which, when finished, makes your story replete with entertainment value, attractively balanced with a maximum of interest, a minimum of "dead" action, and a certain and direct advertising purpose adroitly presented.

The development of the advertising power in Motion Pictures, and the judicious direction of that power, is a science requiring advertising ability and experience as well as an intimate knowledge of Motion Picture technique and an intelligent grip on each link of the chain between camera and screen.

The extent of the development of the advertising power in Motion Pictures depends upon its treatment, and is beyond the grasp of those who have not given the combination of Motion Pictures *and* advertising the study it deserves.

We put an advertising punch in every one of the sixteen individual pictures which appear on a foot of film.

Your Story on the Screen

YOUR Motion Picture advertising campaign can be arranged to include both satisfactory theatre showings, and non-theatrical circulation far-reaching through college circuits, schools, churches, Y. M. C. A.'s, industrial centers, clubs, conventions, etc.—*if properly engineered.*

We have a complete knowledge of just what circulation can be obtained. We can help you obtain the available theatre circulation at the right price; we can protect you against paying for circulation you don't get. We are in close contact with the various non-theatrical agencies. In fact, we know every open avenue to the screen and are able to guide your Motion Picture advertising campaign through the best route to *your public.*

When the finished Motion Picture is delivered to you our contract obligation ends, but we feel that our moral obligation only begins. We believe in seeing to it that you get your money's worth; no picture can pay dividends unless it gets onto the *right* screens in the *right* manner.

We want you to consider our organization at your command until you have cashed in on your film to the fullest extent possible. We want you to feel free at all times to profit from the experience of our experts who are authorities on Motion Picture circulation. Whether your theatre circulation is secured through the co-operation of your local dealers or through associations of theatres that sell circulation by zones or states, we know the right way to go about it. *Our information on this subject is kept up to the minute.*

If your Motion Picture is intended for circulation by members of your own organization—at conventions, in offices of potential buyers, or in the field—again we can be of service to you. The men you select to have charge of your film activities will be welcomed at our headquarters for an intensive course of training in Motion Picture showmanship.

We candidly tell you all about the *limitations* as well as the *possibilities* of Motion Picture circulation.

Our method establishes distribution without disappointment.

Our promise means performance.

Rothacker

Perpetuating Personalities

CAPTURE and imprison forever childhood's fleeting hours!

Until the advent of Motion Pictures we had to depend upon mere memory to enjoy our own Yesterdays and the Yesterdays of our loved ones.

Now, instead of the horribly posed group photograph, we can actually *re-live* the past—actually *see* and *enjoy* again that natural expression and animation which puts the *personality mark* on an individual and the *worth-remembering* touch to an intimate incident.

We are able to *perpetuate life's joyous moments.* Our children will attend their mother's wedding. We will dance again with our first sweethearts. We will laugh at ourselves in the quaint garb of days gone by.

We will see baby's first smiles; his first groping steps; the cherub of three romping with his dog; the serious little artist of six modeling in mud; the first day at school; the graduation glories; the first long pants.

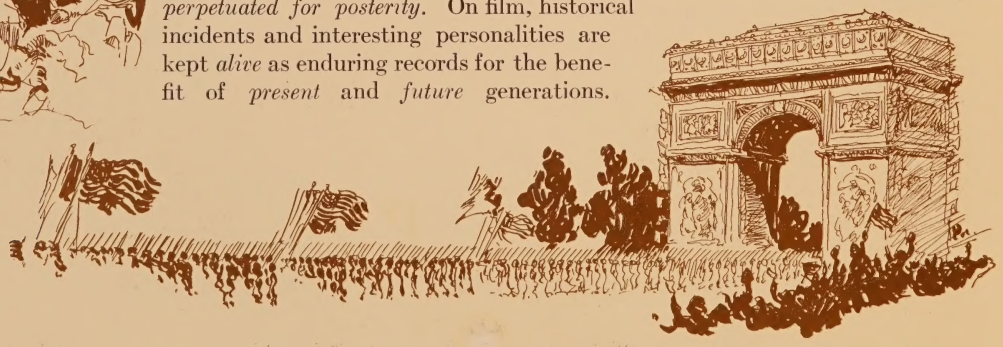
And then, in the years to come, your manchild can *re-live* his care-free years; big sister can see herself grow from a dimpled darling to the dignity of a debutante.

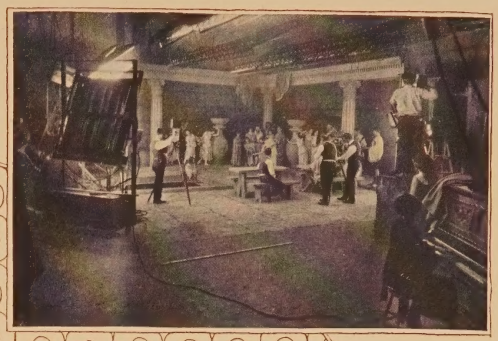
No longer must we depend upon fickle memory with its selfish limitations; the Motion Picture has supplanted the family album.

Priceless possessions, these pictures of your growing home—A Living Yesterday

RECORDING HISTORICAL EVENTS

By means of Motion Pictures, the present is *perpetuated for posterity.* On film, historical incidents and interesting personalities are kept *alive* as enduring records for the benefit of *present* and *future* generations.



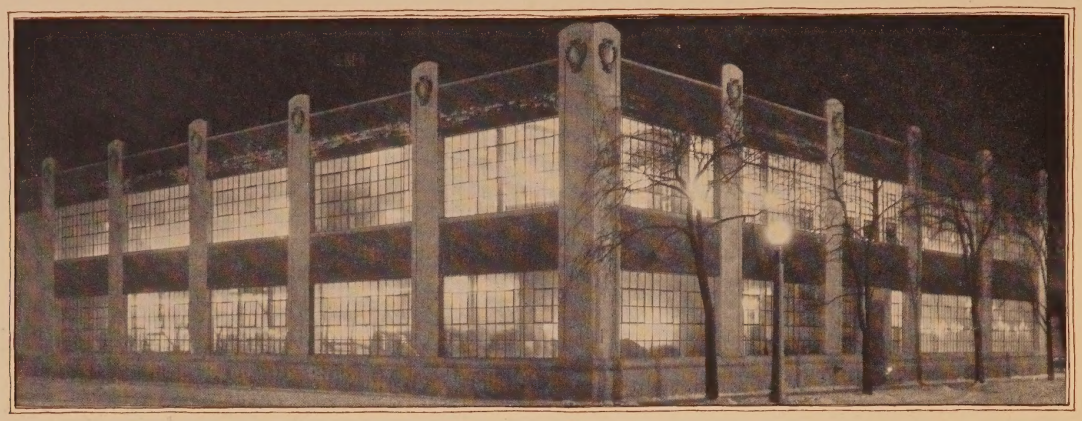


Producing an Advertising Photoplay in the Rothacker Chicago Studios

Production Crew with Portable Lighting Equipment Filming a Factory

Making Industrial Motion Pictures in the Field

Rothacker

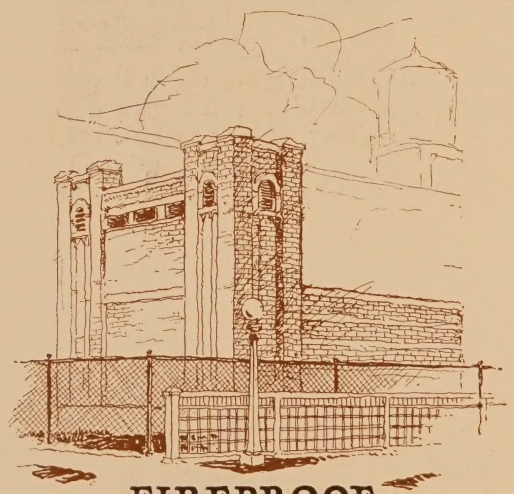


Chicago Laboratory-Studio

THIS great laboratory-studio represents the background necessary for proper Motion Picture production. It occupies nearly an entire city block in Chicago on Diversey Parkway, a short walk west of Lincoln Park and Lake Michigan.

The building is of reinforced concrete; steel office furniture; fittings of brass, steel and plate glass; special paint on all walls, and coves at ceilings, floors and corners, which prevent dust accumulation.

The departments are scientifically laid out on a plan that makes for the highest degree of efficiency. Each department is completely equipped with up-to-the-minute mechanical devices. Proper provision has been made for the safety and comfort of *our co-workers.*



FIREPROOF
Storage Vaults

Each and every piece of film in our custody is registered and recorded; every precaution is taken to guard against loss or injury of any nature from any cause—*absolute protection.*

Our studio is 125 by 52 with about 25 feet clearance. Six sets can be comfortably accommodated at one time. The studio floor is built of heavy wood, on steel and concrete foundation, thus eliminating the danger of vibration.

Perfect illumination and flexibility of light effects are obtained by "top," "side" and "spot" lights arranged to practically *mould* the illumination into the sets.

Unusual, artistic and striking light effects result quickly and simply. The entire lighting equipment is movable, by an electric traveling crane, along the full length of the studio, so that while action in constructed sets is being photographed, rehearsals can be held in other completed sets, and additional sets be under construction—*all at the same time.*

Our carpenter shop is fully equipped to do all necessary stage carpentry—all this under one roof.

The mystery of animated cartoons, art titles and trick photography is disclosed in our art department where we have the exclusive mechanical improvements and experts responsible for the distinctive quality and speed in which we excel.

To secure efficient government, to observe and supervise departmental details, the administration offices are operated in direct conjunction with the laboratory-studio.

General Offices

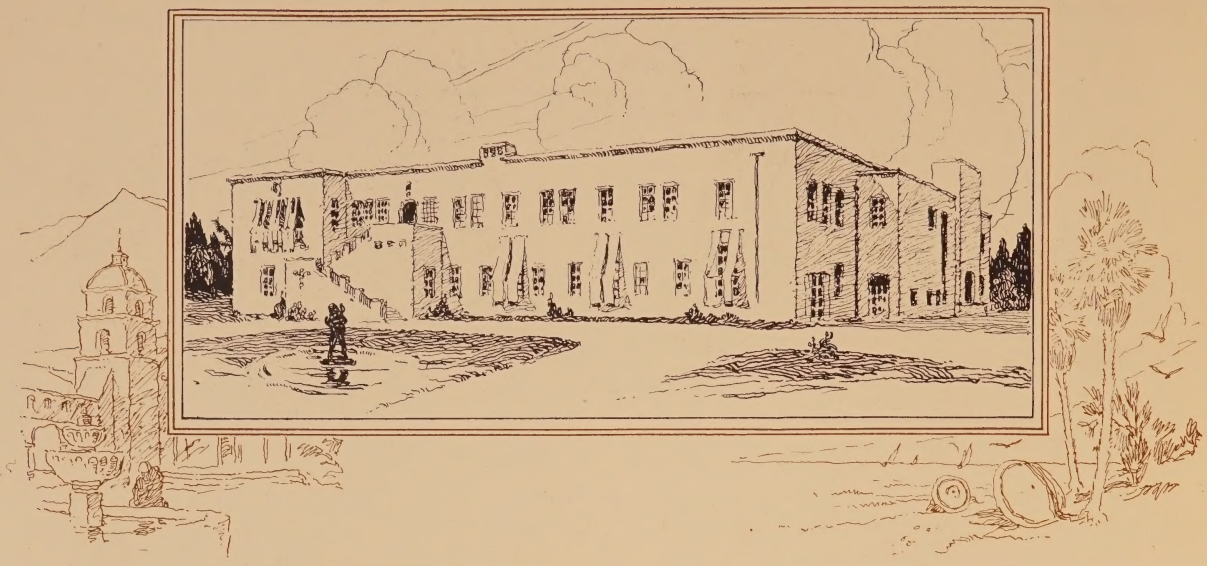
Assembling and Inspection Department

North Section
Studio Lights

Studio Viewed from Balcony

Timing Negative

Photographing titles



ROTHACKER ALLER LABORATORIES INC.

5515 *Melrose Avenue* *Hollywood ~ California*

IN the heart of the West Coast film industry stands the new Rothacker-Aller Laboratory, occupying two acres on Melrose Avenue in Hollywood.

This laboratory, *dedicated to the Art of making the screen beautiful*, is 60 by 130 feet, with two floors and a practical basement. It stands in a picturesque setting of velvety lawns, verdant shrubs and blooming flowers.

The inventive genius of Mr. Aller is reflected in every department. The entire building is of fireproof construction. Perfect air conditioning makes possible the proper and necessary government of temperature and humidity.

Our research laboratory and library afford every facility for the scientific experiments we are constantly making in our sincere effort to improve screen quality.

In the Rothacker-Aller plant Service is spelled with a capital "S." The photographic departments of producer clients have the benefit of expert advice from a laboratory viewpoint; the laboratory machine shop is at the disposal of producers for the repair of cameras and attachments.

A battery of the latest model cameras is held in reserve for the use of producers in an emergency, such as injury to their own equipment. Our theatres, cutting rooms and camera changing rooms are at all times open to customers.

An extra rush job can be delivered in an incredibly short time. The ordinary routine "rushes" are seen on the screen by the producer within twelve hours after the exposed negative is delivered to us for developing.

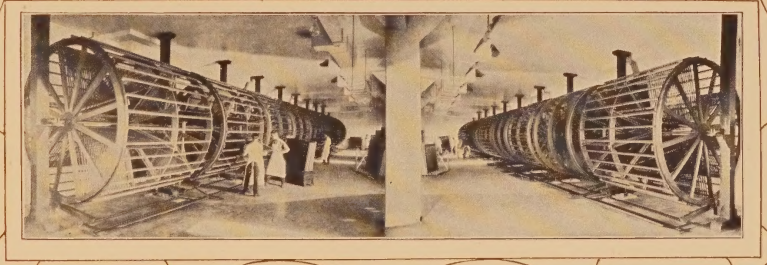
We cordially invite every member of the Motion Picture industry and the advertising fraternity to make his headquarters at our Hollywood plant while visiting California.

JOSEPH ALLER, the man whose genius is responsible for the marvelous mechanical proficiency of our California institution. Mr. Aller laboratoried "*The Birth of a Nation*," "*Intolerance*," "*The Miracle Man*," "*Little Lord Fauntleroy*," "*The Three Musketeers*" and many other screen brilliants. He is recognized everywhere as a *Master in the Art of Motion Picture Developing and Printing*.

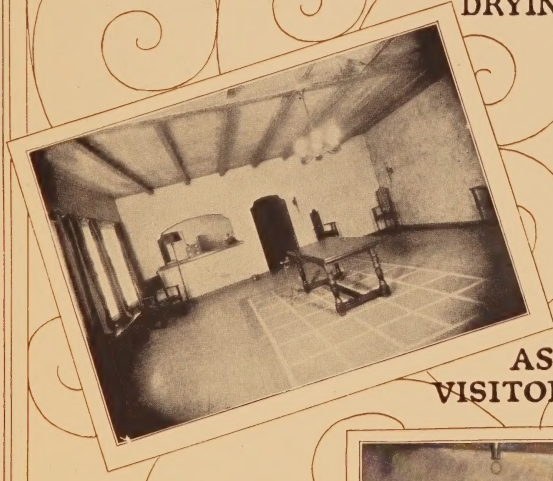
Rothacker

NEGATIVE DEVELOPING

TONING DEPARTMENT

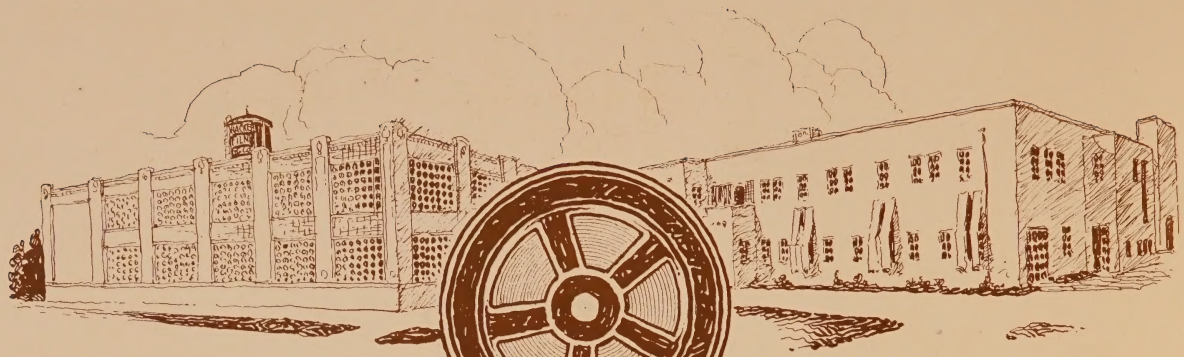


TWIN DRYING HALLS



AS THE VISITOR ENTERS

PRESIDENTS OFFICE



Photoplay Printing

IT IS our privilege to do the laboratory work—developing and printing—for many of the most famous artists and prominent distributors in the Motion Picture world, because, as *highly specialized experts*, we obtain better results more *economically* than can be accomplished by a small institution or in a subordinated department.

Negatives representing investments of fabulous fortunes are entrusted to our care, and through our laboratories reach the screens of the world replete with *brilliant beauty* and *eye satisfaction*.

The importance of this laboratory work is at once apparent when you realize that the great artists, the director, the distributor, and finally the exhibitor, fail in their purpose to please the public if what they have accomplished is not properly presented on the screen.

A good print cannot make a picture *great*, but a poor print can seriously injure the reputation of the star, the investment of the producer and distributor, and the box-office of the exhibitor.

We also make photoplays to order, and handle everything from start to finish—even furnishing the story or scenario if desired. If you have your own story we put it in practical form and realize to the utmost its photoplay possibilities.

We can furnish your entire cast; or, if you prefer to designate certain individual artists, we will employ the supporting players or "extras" for you, and make these engagements in a manner that will save you time and money and inconvenience.

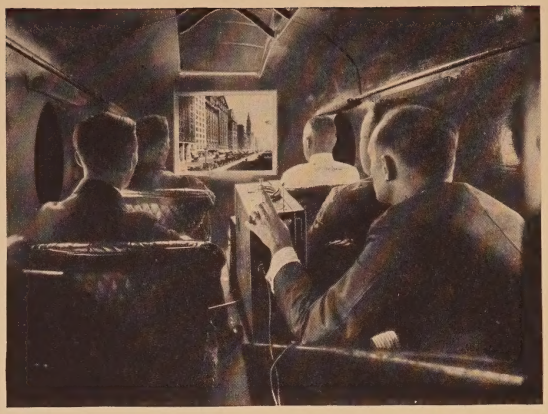
If you have your own director, we will courteously and efficiently co-operate with him. If you have your own camera man, we will cheerfully contribute to his comfort; or we will furnish a competent camera man with complete equipment.

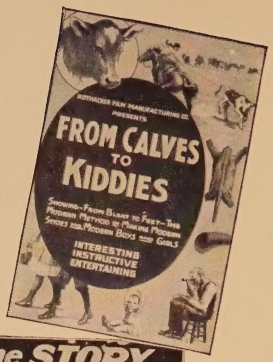
If you have everything and merely require the use of a studio, we will put our new multiple-set studio at your disposal at a reasonable rental rate by the day, week or month.

Rothacker Prints represent the best screen values and security obtained by the proper combination of highest grade materials and workmanship plus *Service*. All this, and a fixed *responsibility* and *reliability* which absolutely protects your photoplay or advertising investment on the screen.

Rothacker

The extraordinary screen *brilliancy* which appears in the prints we have made for these Aristocrats of Screendom characterizes our entire laboratory output.



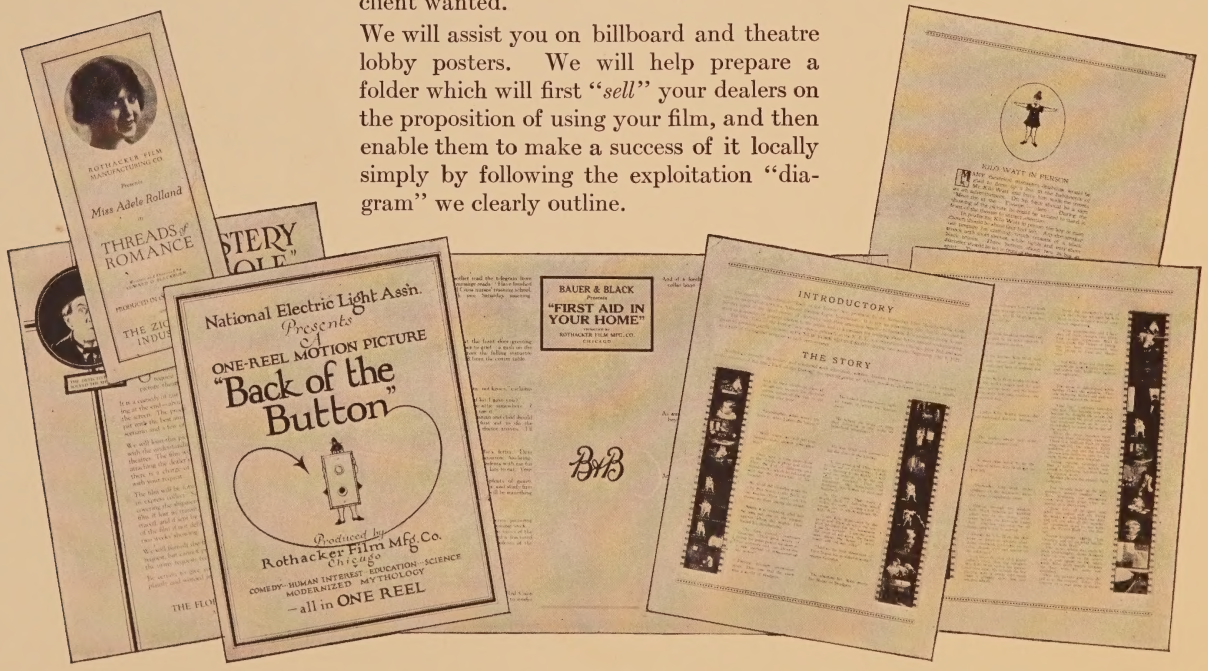


History's First Flying Theatre

OUR service department is ever *in your service* to help you put your Motion Picture *over big*.

Judicious publicity in newspapers, trade journals and general magazines will *whet* audience appetite for your film. The above photograph shows the *first time in history* that Motion Pictures were projected on the screen *aboard a flying aircraft*—a "circusy" stunt, but it brought just the publicity the client wanted.

We will assist you on billboard and theatre lobby posters. We will help prepare a folder which will first "*sell*" your dealers on the proposition of using your film, and then enable them to make a success of it locally simply by following the exploitation "diagram" we clearly outline.



The Extravagance of Cheapness

"The Higher the Brow the Less It Sweats"

IT is a significant fact that the thinker who places quality and service ahead of "cheap" arguments in Motion Picture consideration is more comfortable and provident than the extravagant buyer who holds a dollar so close to his eye that he can't see the sun.

The important thing about any purchase is not what you *pay*, but what you *get* for the purchase price. The "cheap" purchase is usually the most extravagant.

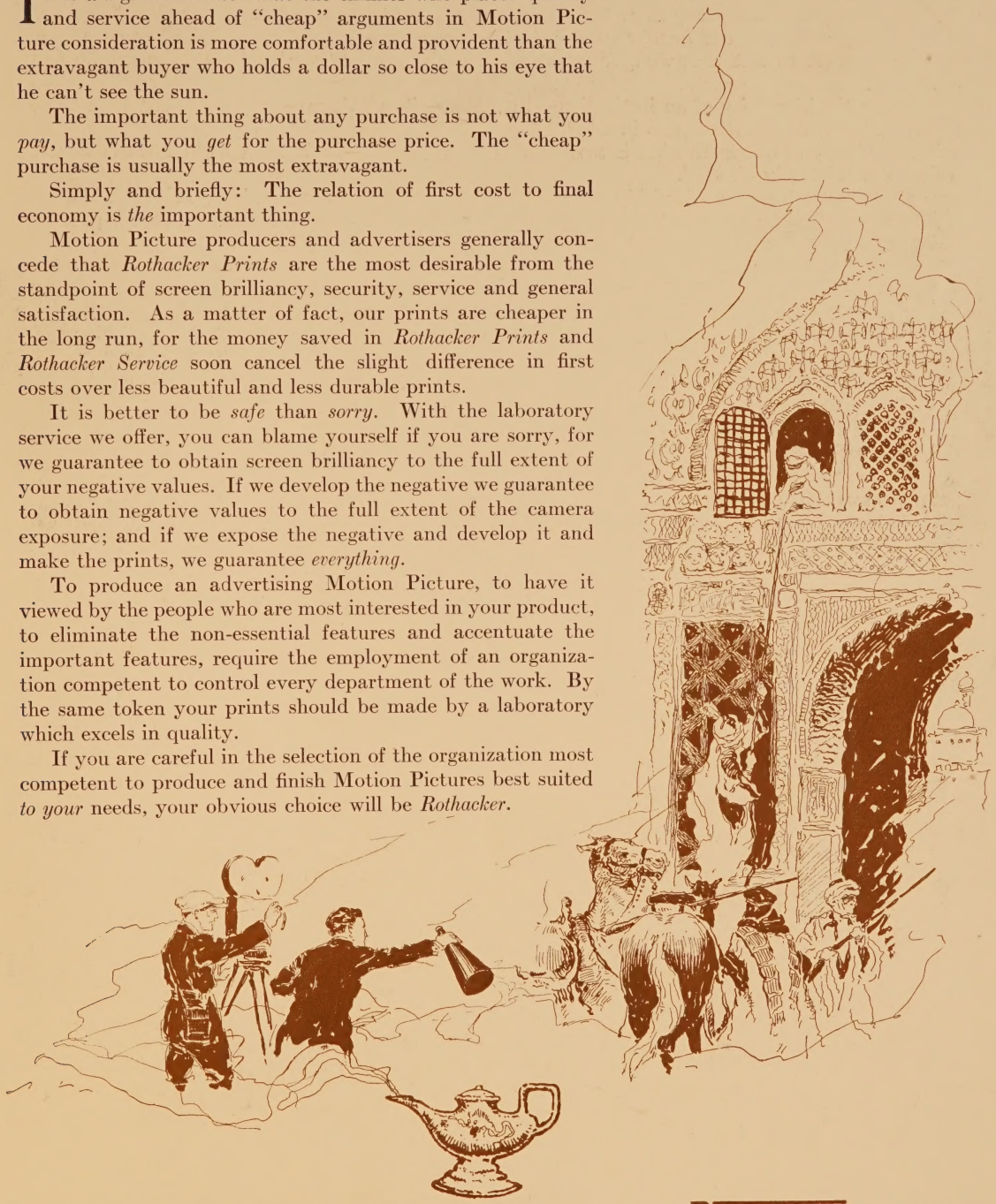
Simply and briefly: The relation of first cost to final economy is *the* important thing.

Motion Picture producers and advertisers generally concede that *Rothacker Prints* are the most desirable from the standpoint of screen brilliancy, security, service and general satisfaction. As a matter of fact, our prints are cheaper in the long run, for the money saved in *Rothacker Prints* and *Rothacker Service* soon cancel the slight difference in first costs over less beautiful and less durable prints.

It is better to be *safe* than *sorry*. With the laboratory service we offer, you can blame yourself if you are sorry, for we guarantee to obtain screen brilliancy to the full extent of your negative values. If we develop the negative we guarantee to obtain negative values to the full extent of the camera exposure; and if we expose the negative and develop it and make the prints, we guarantee *everything*.

To produce an advertising Motion Picture, to have it viewed by the people who are most interested in your product, to eliminate the non-essential features and accentuate the important features, require the employment of an organization competent to control every department of the work. By the same token your prints should be made by a laboratory which excels in quality.

If you are careful in the selection of the organization most competent to produce and finish Motion Pictures best suited *to your* needs, your obvious choice will be *Rothacker*.



Rothacker

Motion Picture Insurance

TO be restrained from buying the best, merely because of what *seems* to be a slightly higher first-cost, is the height of unwisdom and extravagance. The initial cost, as frankly and plainly figured in our proposition, may at first glance appear to be a trifle more than others, but the *greater satisfaction* you derive, our greater *sustained values*, our unquestioned and established *reliability*, prove from first to last that we *offer more* and *deliver more at a lower final cost* than can be had ordinarily.

Today the biography of an institution—its record—its platform—are scrutinized with more care than is devoted to the figures in a bid.

The history of our institution is a matter of clean record—built upon a platform of honest endeavor consistently directed.

We are blessed with a friendship probably without parallel in the annals of Motion Pictures; it will always be our purpose to prove worthy of this friendship which is founded on our genuine ability and determination to uphold our standard of superior quality properly priced and satisfactorily served.

By standardization, scientific management, proper co-ordination and a conscientious and accurate process of manufacturing, we are able to secure superior screen quality and also to combine economy with efficiency.

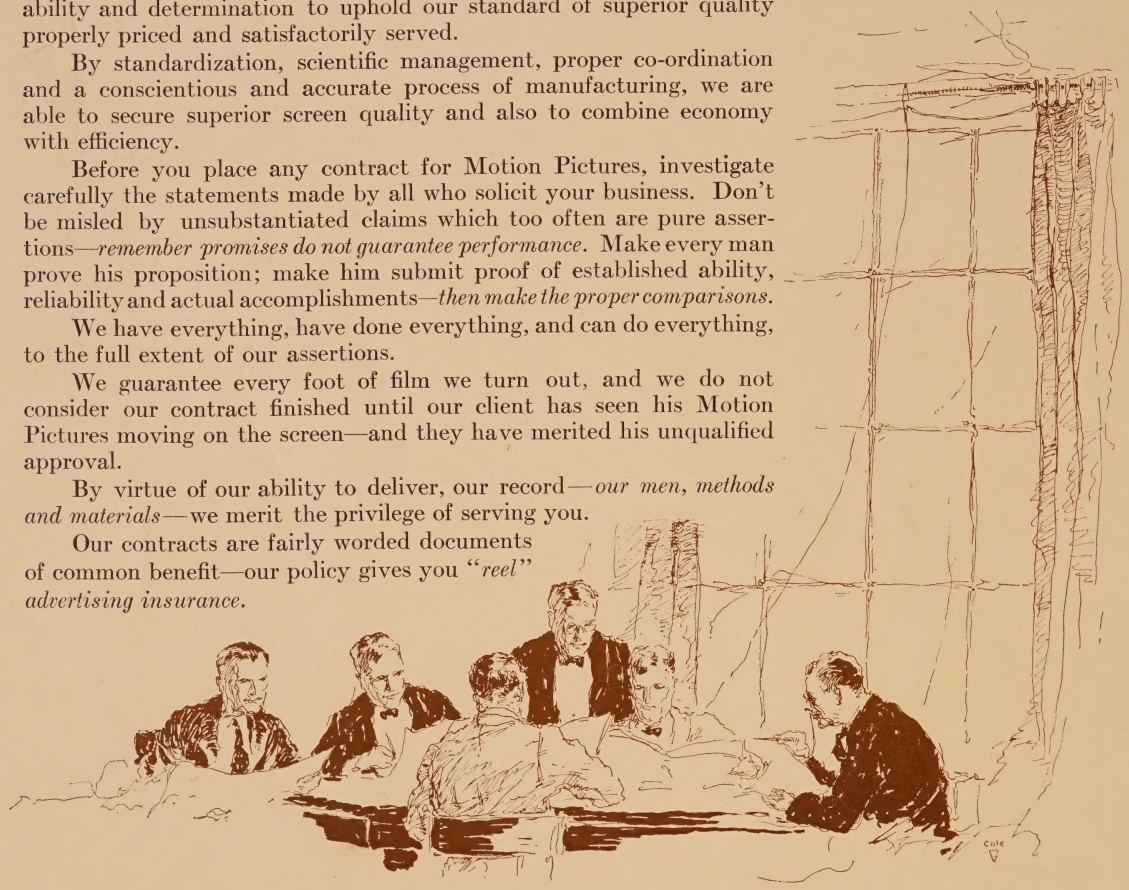
Before you place any contract for Motion Pictures, investigate carefully the statements made by all who solicit your business. Don't be misled by unsubstantiated claims which too often are pure assertions—*remember promises do not guarantee performance.* Make every man prove his proposition; make him submit proof of established ability, reliability and actual accomplishments—*then make the proper comparisons.*

We have everything, have done everything, and can do everything, to the full extent of our assertions.

We guarantee every foot of film we turn out, and we do not consider our contract finished until our client has seen his Motion Pictures moving on the screen—and they have merited his unqualified approval.

By virtue of our ability to deliver, our record—*our men, methods and materials*—we merit the privilege of serving you.

Our contracts are fairly worded documents of common benefit—our policy gives you "*reel*" *advertising insurance.*



Rothacker Film Manufacturing Company

Watterson R. Rothacker *President*

1339 *Diversey Parkway Chicago U.S.A.*

CABLE ADDRESS ROFILMCO

The Senior Specialists in Motion Picture Advertising

R. R. DONNELLEY & SONS CO., CHICAG

MOTION PICTURES